

**General Services Administration  
Federal Acquisition Service  
Authorized Federal Acquisition Schedule Price List**

*On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA-Advantage!™, a menu-driven database system. The Internet address for GSA-Advantage!™ is: <http://www.gsaadvantage.gov>*

**Advertising and Integrated Marketing Solutions (AIMS)**

**FSC Group: 541**

**Contract Number: GS-23F-0265L**

**SINs 541-5 / 541-5RC (Integrated Marketing Services) and 541-1000 / 541-1000RC**

**Contract Period: 8/1/2001 – 07/31/2016**

*For more information on ordering from Federal Acquisition Schedules, visit [www.gsa.gov/schedules-ordering](http://www.gsa.gov/schedules-ordering)*



**J. Walter Thompson USA, Inc.  
3630 Peachtree Road, NE  
Suite 1200  
Atlanta, GA 30326-1552  
Telephone: (404) 365-7300  
Fax: (404) 365-7510  
[www.jwt.com/atl](http://www.jwt.com/atl)**

Business Size/Status: Large Business

Prices shown herein are NET (discount deducted).

**Pricelist current through Modification #PO-0029 dated October 5, 2011**



**Contract Holder**



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### About J. Walter Thompson, USA

We are the Atlanta office of J. Walter Thompson USA (JWT) – 250 strong, serving clients across the country and around the world. JWT is the largest advertising agency in the U.S. and the fourth largest worldwide. Backed by the strength and resources of a major network, we are a dynamically structured unit that celebrates curiosity, creative thinking and innovation.

#### **We create ideas people want to spend time with.**

In today's time-starved, media-fragmented world, it is no longer enough to buy consumers' time. Instead, we must create ideas that people want to spend time with. Ideas that push boundaries, are unexpected, and engage people in new ways and in new places.

#### **We succeed by treating every engagement with a collaborative and holistic approach.**

We provide an integrated suite of strategic, creative, media, digital, technology and analytic services — all under one leadership team. This fusion of multi-discipline thinking allows us to better understand the business, media and consumer context in which our clients' brands live, enabling us to seize unexplored opportunities.

#### **Our mantra: Challenge Accepted.**

We accept the challenges of our client partners as our own, no matter how difficult the cultural environment, media landscape or task at hand. And we challenge the accepted by having the courage to take risks and imagine new ideas. We want the brands we build to be thought leaders, so that they can, in turn, be business leaders. So bring us your daunting, difficult and downright intimidating problems. We accept.

## GENERAL CONTRACT INFORMATION

1a. Table of Awarded Special Item Numbers (SINs): Please refer to [GSA eLibrary](#) for detailed descriptions

- SIN 541-5, Integrated Marketing Services
- SIN 541-1000, Other Direct Costs



**541-5RC, 541-1000RC:** Section 833 of the National Defense Authorization Act allows state and local governments to purchase products and services to facilitate recovery from a major disaster. This includes advance and pre-positioning in preparation for a disaster.

1b. Lowest Priced Model Number and Lowest Price: Please refer to our rates on [Page #8](#)

1c. Labor Category Descriptions: Please refer to [Page #11](#)

2. Maximum Order Threshold: \$1,000,000.00 per SIN. Agencies may place, and JWT may honor, orders exceeding this limit in accordance with FAR 8-404. Ordering agencies are encouraged to seek price reductions for orders in excess of \$1,000,000. (see [Page #6](#) for more details)

3. Minimum Order: \$100.00

4. Geographic Coverage: Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities

5. Point of Production: As required per task order

6. Discount from List Price: All Prices Herein are Net

7. Volume Discount: 1.0% discount on funded task orders with a total labor value equal to or greater than \$800K. *ODCs are excluded from this discount.*

8. Prompt Payment Terms: Net 30 days

9a. Government Purchase Card is accepted at or below the micro-purchase threshold.

9b. Government Purchase Card is accepted above the micro-purchase threshold.

10. Foreign Items: None

11a. Time of Delivery: To Be Negotiated with Ordering Agency

11b. Expedited Delivery: To Be Negotiated with Ordering Agency

11c. Overnight and 2-Day Delivery: To Be Negotiated with Ordering Agency

11d. Urgent Requirement: To Be Negotiated with Ordering Agency

12. F.O.B. Point: Destination

13a. Ordering Address: J. Walter Thompson USA, Inc.  
3630 Peachtree Road, NE  
Suite 1200  
Atlanta, GA 30326-1500

13b. For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs), are found in Federal Acquisition Regulation (FAR) 8.405-3.

## GENERAL CONTRACT INFORMATION, continued

14. Payment Address: J. Walter Thompson USA, Inc.  
Attn: Accounts Receivable  
P.O. Box 8500-51590  
Philadelphia, PA 19178-8500
15. Warranty Provision: Not Applicable
16. Export Packing Charges: Not Applicable
17. Terms and conditions of Governmentwide Purchase Card Acceptance: Governmentwide Purchase Cards (Visa) will be acceptable for payment. The order must contain the credit card number, expiration date, and the cardholder's name and telephone number.
18. Terms and conditions of rental, maintenance, and repair: Not Applicable
19. Terms and conditions of installation (if applicable): Not Applicable
20. Terms and conditions of repair parts indicating date of parts, price lists and any discounts from list prices: Not Applicable
- 20a. Terms and conditions for any other services (if applicable): Not Applicable
21. List of service and distribution points (if applicable): As required per task order
22. List of participating dealers (if applicable): Not Applicable
23. Preventative maintenance (if applicable) Not Applicable
- 24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants.): Not Applicable
- 24b. Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at:  
[www.Section508.gov/](http://www.Section508.gov/) Contact Contract Administrator for more information
25. Data Universal Number System (DUNS) Number: 073424434
26. J. Walter Thompson USA, Inc *is* registered in the Central Contractor Registration (CCR) database.

## **CONTRACT OVERVIEW**

GSA awarded J. Walter Thompson USA, Inc a GSA Federal Acquisition Schedule contract for Advertising and Integrated Marketing Solutions (AIMS), **Contract Number GS-23F-0265L**. The contract began on 8/1/2001 and the current contract period is **Option Period 2, 8/1/2011 – 7/31/2016**. GSA may exercise one additional 5-year option period. The contract allows for the placement of Firm Fixed Price (FFP) or Time and Materials (T&M) task orders using the labor categories and ceiling rates defined in the contract.

## **CONTRACT ADMINISTRATOR**

Carol A. Opalak, Government Contracts Finance Manager  
J. Walter Thompson USA, Inc.  
3630 Peachtree Road NE, Suite 1200  
Atlanta, GA 30326-1500  
Telephone: 404-365-7318  
Fax Number: 404-365-7510  
Email: [carol.opalak@jwt.com](mailto:carol.opalak@jwt.com)

## **MARKETING AND TECHNICAL POINT OF CONTACT**

Mr. Keith Jose, Business Development Director  
J. Walter Thompson USA, Inc.  
3630 Peachtree Road NE, Suite 1200  
Atlanta, GA 30326-1500  
Telephone: 404-365-7321  
Fax Number: 404-365-7333  
Email: [keith.jose@jwt.com](mailto:keith.jose@jwt.com)

## **CONTRACT USE**

This contract is available for use by all federal government agencies, as a source for Advertising & Integrated Marketing Solutions. Executive agencies, other Federal agencies, mixed-ownership Government corporations, and the District of Columbia; government contractors authorized in writing by a Federal agency pursuant to 48 CFR 51.1; and other activities and organizations authorized by statute or regulation to use GSA as a source of supply may use this contract. Additionally, contractors are encouraged to accept orders received from activities within the Executive Branch of the Federal Government.

## **SPECIAL ITEM NUMBER (SIN) DESCRIPTIONS**

The Special Item Numbers (SINs) available under this contract provide services across the full life cycle of a project. When task orders are placed, they must identify the SIN or SINs under which the task is being executed. J. Walter Thompson USA, Inc. has been awarded a contract by GSA to provide services under the following SINs:

SIN 541-5 / 541-5RC, Integrated Marketing Services  
SIN 541-1000 / 541-1000RC, Other Direct Costs

Please refer to [GSA E-Library](#) for complete Special Item Number (SIN) descriptions.

## **INSTRUCTIONS FOR PLACING ORDERS FOR SERVICES BASED ON GSA SCHEDULE HOURLY RATES**

GSA provides a streamlined, efficient process for ordering the services you need. GSA has already determined that J. Walter Thompson USA, Inc meets the technical requirements and that our prices offered are fair and reasonable. Agencies may use written orders; facsimile orders, credit card orders, blanket purchase agreement orders or individual purchase orders under this contract.

If it is determined that your agency needs an outside source to provide AIMS services, follow these simple steps:

### **Step 1. Develop a Statement of Work (SOW)**

In the SOW, include the following information:

- Work to be performed,
- Location of work,
- Period of performance;
- Deliverable schedule, and
- Special standards and any special requirements, where applicable.

### **Step 2. Select Contractor and Place Order**

- If the order is at or below the micro-purchase threshold, select the contractor best suited for your needs and place the order.
- If the order is exceeding the micro-purchase threshold, but less than the maximum order threshold (MOT), prepare an RFQ;
- If the order is in excess of the MOT, prepare an RFQ. Consider expansion of competition and seek price reductions.

### **Step 3. Prepare a Request for Quote (RFQ)**

- Include the SOW and evaluation criteria;
- Request fixed price, ceiling price, or, if not possible, labor hour or time and materials order;
- If preferred, request a performance plan from contractors and information on past experience; and include information on the basis for selection.
- May be posted on GSA's electronic RFQ system, e-Buy

### **Step 4. Provide RFQ to at least Three Firms**

### **Step 5. Evaluate Offers, Select Best Value Firm, and Place Order**

## **REQUIREMENTS EXCEEDING THE MAXIMUM ORDER**

In accordance with FAR 8.404, before placing an order that exceeds the maximum order threshold, ordering offices shall:

- Review additional schedule contractors' catalogs/price lists or use the "GSA Advantage!" on-line shopping service;
- Based upon the initial evaluation, generally seek price reductions from the schedule contractor(s) appearing to provide the best value (considering price and other factors); and
- After price reductions have been sought, place the order with the schedule contractor that provides the best value and results in the lowest overall cost alternative (see FAR 8.404(a)). If further price reductions are not offered, an order may still be placed, if the ordering office determines that it is appropriate.

Vendors may:

Offer a new lower price for this requirement (the Price Reduction clause is not applicable to orders placed over the maximum order in FAR 52.216-19 Order Limitations.)

- Offer the lowest price available under the contract; or
- Decline the order (orders must be returned in accordance with FAR 52.216-19).

A task order that exceeds the maximum order may be placed with the Contractor selected in accordance with FAR 8.404. The order will be placed under the contract.

Sales for orders that exceed the Maximum Order shall be reported in accordance with GSAR 552.238-74.

## BLANKET PURCHASE AGREEMENTS (FAR 8.405-3)

Ordering activities may establish BPAs under any schedule contract to fill repetitive needs for supplies or services. BPAs may be established with one or more schedule contractors. The number of BPAs to be established is within the discretion of the ordering activity establishing the BPAs and should be based on a strategy that is expected to maximize the effectiveness of the BPA(s). In determining how many BPAs to establish, consider:

- The scope and complexity of the requirement(s);
- The need to periodically compare multiple technical approaches or prices;
- The administrative costs of BPAs; and
- The technical qualifications of the schedule contractor(s).

Establishment of a single BPA, or multiple BPAs, shall be made using the same procedures outlined in 8.405-1 or 8.405-2. BPAs shall address the frequency of ordering, invoicing, discounts, requirements (*e.g.* estimated quantities, work to be performed), delivery locations, and time.

When establishing multiple BPAs, the ordering activity shall specify the procedures for placing orders under the BPAs.

Establishment of a multi-agency BPA against a Federal Supply Schedule contract is permitted if the multi-agency BPA identifies the participating agencies and their estimated requirements at the time the BPA is established.

Ordering from BPAs:

Single BPA. If the ordering activity establishes one BPA, authorized users may place the order directly under the established BPA when the need for the supply or service arises.

Multiple BPAs. If the ordering activity establishes multiple BPAs, before placing an order exceeding the micro-purchase threshold, the ordering activity shall:

- Forward the requirement, or statement of work and the evaluation criteria, to an appropriate number of BPA holders, as established in the BPA ordering procedures; and
- Evaluate the responses received, make a best value determination (see 8.404(d)), and place the order with the BPA holder that represents the best value.

BPAs for hourly rate services. If the BPA is for hourly rate services, the ordering activity shall develop a statement of work for requirements covered by the BPA. All orders under the BPA shall specify a price for the performance of the tasks identified in the statement of work.

Duration of BPAs. BPAs generally should not exceed five years in length, but may do so to meet program requirements. Contractors may be awarded BPAs that extend beyond the current term of their GSA Schedule contract, so long as there are option periods in their GSA Schedule contract that, if exercised, will cover the BPA's period of performance.

Review of BPAs: The ordering activity that established the BPA shall review it at least once a year to determine whether:

- The schedule contract, upon which the BPA was established, is still in effect;
- The BPA still represents the best value (see 8.404(d)); and
- Estimated quantities/amounts have been exceeded and additional price reductions can be obtained.

The ordering activity shall document the results of its review.



## HOURLY RATES FOR SERVICES – LABOR CATEGORIES

**SIN 541-5 / 541-5RC**

<b>GSA Labor Category Title</b>	<b>Year 11 8/1/11- 7/31/12</b>	<b>Year 12 8/1/12- 7/31/13</b>	<b>Year 13 8/1/13- 7/31/14</b>	<b>Year 14 8/1/14- 7/31/15</b>	<b>Year 15 8/1/15- 7/31/16</b>
Account Executive I, Assistant	<b>\$57.34</b>	\$59.06	\$60.83	\$62.66	\$64.54
Account Executive II, Assistant	<b>\$59.18</b>	\$60.96	\$62.78	\$64.67	\$66.61
Account Executive I, Associate	<b>\$61.82</b>	\$63.67	\$65.58	\$67.55	\$69.58
Account Executive II, Associate	<b>\$69.67</b>	\$71.76	\$73.91	\$76.13	\$78.41
Account Executive I	<b>\$72.12</b>	\$74.28	\$76.51	\$78.81	\$81.17
Account Executive II	<b>\$80.71</b>	\$83.13	\$85.63	\$88.19	\$90.84
Account Executive, Senior	<b>\$103.57</b>	\$106.68	\$109.88	\$113.17	\$116.57
Administrative Assistant	<b>\$68.31</b>	\$70.36	\$72.47	\$74.64	\$76.88
Analyst	<b>\$150.64</b>	\$155.16	\$159.81	\$164.61	\$169.55
Analyst, Senior	<b>\$148.98</b>	\$153.45	\$158.05	\$162.79	\$167.68
Art Director, Assistant	<b>\$71.56</b>	\$73.71	\$75.92	\$78.20	\$80.54
Copywriter, Assistant	<b>\$71.56</b>	\$73.71	\$75.92	\$78.20	\$80.54
Art Director / Copywriter, Associate	<b>\$94.16</b>	\$96.98	\$99.89	\$102.89	\$105.98
Art Director / Copywriter I, Associate	<b>\$112.99</b>	\$116.38	\$119.87	\$123.47	\$127.17
Art Director / Copywriter	<b>\$143.48</b>	\$147.78	\$152.22	\$156.78	\$161.49
Art Director / Copywriter I	<b>\$153.34</b>	\$157.94	\$162.68	\$167.56	\$172.59
Art Director / Copywriter II	<b>\$169.93</b>	\$175.03	\$180.28	\$185.69	\$191.26
Art Director / Copywriter, Senior	<b>\$184.78</b>	\$190.32	\$196.03	\$201.91	\$207.97
Art Director / Copywriter, Executive	<b>\$208.04</b>	\$214.28	\$220.71	\$227.33	\$234.15
Broadcast / Print Traffic	<b>\$72.64</b>	\$74.82	\$77.06	\$79.38	\$81.76
Broadcast / Print Traffic, Senior	<b>\$80.71</b>	\$83.13	\$85.63	\$88.19	\$90.84
Business Manager	<b>\$107.52</b>	\$110.75	\$114.07	\$117.49	\$121.01
Buyer, Assistant	<b>\$52.73</b>	\$54.31	\$55.94	\$57.62	\$59.35
Buyer, Associate	<b>\$122.40</b>	\$126.07	\$129.85	\$133.75	\$137.76
Buyer	<b>\$125.44</b>	\$129.20	\$133.08	\$137.07	\$141.18
Buyer, Senior	<b>\$150.64</b>	\$155.16	\$159.81	\$164.61	\$169.55
Coordinator	<b>\$52.01</b>	\$53.57	\$55.18	\$56.83	\$58.54
Creative Officer, Chief	<b>\$367.66</b>	\$378.69	\$390.05	\$401.75	\$413.80
Creative Officer, Executive Chief	<b>\$412.50</b>	\$424.88	\$437.62	\$450.75	\$464.27
Digital Architect, Associate	<b>\$112.45</b>	\$115.82	\$119.30	\$122.88	\$126.56
Digital Architect	<b>\$120.34</b>	\$123.95	\$127.67	\$131.50	\$135.44
Digital Architect, Senior	<b>\$168.68</b>	\$173.74	\$178.95	\$184.32	\$189.85
Digital Developer, Associate	<b>\$93.71</b>	\$96.52	\$99.42	\$102.40	\$105.47
Digital Developer	<b>\$105.64</b>	\$108.81	\$112.07	\$115.44	\$118.90
Digital Developer, Senior	<b>\$126.32</b>	\$130.11	\$134.01	\$138.03	\$142.17
Digital Project Manager	<b>\$125.54</b>	\$129.31	\$133.19	\$137.18	\$141.30
Digital Project Manager, Senior	<b>\$162.20</b>	\$167.07	\$172.08	\$177.24	\$182.56

<b>GSA Labor Category Title</b>	<b>Year 11 8/1/11- 7/31/12</b>	<b>Year 12 8/1/12- 7/31/13</b>	<b>Year 13 8/1/13- 7/31/14</b>	<b>Year 14 8/1/14- 7/31/15</b>	<b>Year 15 8/1/15- 7/31/16</b>
Digital Strategist	\$214.50	\$220.94	\$227.56	\$234.39	\$241.42
Digital Director	\$291.89	\$300.65	\$309.67	\$318.96	\$328.52
Direct Mail Data Manager	\$95.60	\$98.47	\$101.42	\$104.46	\$107.60
Director, Associate	\$156.22	\$160.91	\$165.73	\$170.71	\$175.83
Director	\$161.41	\$166.25	\$171.24	\$176.38	\$181.67
Director, Senior	\$211.15	\$217.48	\$224.01	\$230.73	\$237.65
Director, Executive	\$224.18	\$230.91	\$237.83	\$244.97	\$252.32
Financial Coordinator	\$52.01	\$53.57	\$55.18	\$56.83	\$58.54
Financial Assistant	\$65.59	\$67.56	\$69.58	\$71.67	\$73.82
Finance Associate	\$82.14	\$84.60	\$87.14	\$89.76	\$92.45
Group Director, Associate	\$178.63	\$183.99	\$189.51	\$195.19	\$201.05
Group Director	\$203.20	\$209.30	\$215.57	\$222.04	\$228.70
Group Director, Senior	\$244.81	\$252.15	\$259.72	\$267.51	\$275.54
Group Director, Executive	\$262.50	\$270.38	\$278.49	\$286.84	\$295.45
Management Director, Associate	\$188.24	\$193.89	\$199.70	\$205.69	\$211.87
Management Director	\$206.06	\$212.24	\$218.61	\$225.17	\$231.92
Management Director, Senior	\$222.54	\$229.22	\$236.09	\$243.18	\$250.47
Management Director, Executive	\$304.89	\$314.04	\$323.46	\$333.16	\$343.16
Media Analyst	\$76.05	\$78.33	\$80.68	\$83.10	\$85.59
Media Supervisor	\$100.06	\$103.06	\$106.15	\$109.34	\$112.62
Media Director, Associate	\$156.95	\$161.66	\$166.51	\$171.50	\$176.65
Media Director	\$263.50	\$271.41	\$279.55	\$287.93	\$296.57
Media Director, Senior	\$290.62	\$299.34	\$308.32	\$317.57	\$327.10
Media Director, Executive	\$309.48	\$318.76	\$328.33	\$338.18	\$348.32
Media Planner	\$80.05	\$82.45	\$84.93	\$87.47	\$90.10
Media Planner, Senior	\$120.08	\$123.68	\$127.39	\$131.21	\$135.15
Negotiator	\$67.24	\$69.26	\$71.33	\$73.47	\$75.68
Negotiator, Senior	\$132.48	\$136.45	\$140.55	\$144.76	\$149.11
Planner, Assistant	\$58.11	\$59.85	\$61.65	\$63.50	\$65.40
Planner I, Assistant	\$70.44	\$72.55	\$74.73	\$76.97	\$79.28
Planner II, Assistant	\$84.74	\$87.28	\$89.90	\$92.60	\$95.38
Planner, Associate	\$124.97	\$128.72	\$132.58	\$136.56	\$140.65
Planner	\$159.62	\$164.41	\$169.34	\$174.42	\$179.65
Planner, Senior	\$176.91	\$182.22	\$187.68	\$193.31	\$199.11
Print Producer, Senior	\$95.11	\$97.96	\$100.90	\$103.93	\$107.05
Print Production Director	\$150.65	\$155.17	\$159.82	\$164.62	\$169.56
Print Production Director, Senior	\$180.40	\$185.81	\$191.39	\$197.13	\$203.04
Production Assistant	\$53.76	\$55.37	\$57.03	\$58.75	\$60.51
Producer, Associate	\$83.05	\$85.54	\$88.11	\$90.75	\$93.47
Producer	\$152.32	\$156.89	\$161.60	\$166.44	\$171.44

<b>GSA Labor Category Title</b>	<b>Year 11 8/1/11- 7/31/12</b>	<b>Year 12 8/1/12- 7/31/13</b>	<b>Year 13 8/1/13- 7/31/14</b>	<b>Year 14 8/1/14- 7/31/15</b>	<b>Year 15 8/1/15- 7/31/16</b>
Producer, Executive	<b>\$273.91</b>	\$282.13	\$290.59	\$299.31	\$308.29
Project Manager, Associate	<b>\$111.10</b>	\$114.43	\$117.87	\$121.40	\$125.04
Project Manager	<b>\$127.38</b>	\$131.20	\$135.14	\$139.19	\$143.37
Project Manager I	<b>\$148.74</b>	\$153.20	\$157.80	\$162.53	\$167.41
Project Manager, Senior	<b>\$166.65</b>	\$171.65	\$176.80	\$182.10	\$187.57
Proofreader	<b>\$89.60</b>	\$92.29	\$95.06	\$97.91	\$100.85
Quality Assurance Lead	<b>\$111.60</b>	\$114.95	\$118.40	\$121.95	\$125.61
Research Director	<b>\$161.67</b>	\$166.52	\$171.52	\$176.66	\$181.96
Strategic Director	<b>\$242.12</b>	\$249.38	\$256.87	\$264.57	\$272.51
Supervisor, Associate	<b>\$98.64</b>	\$101.60	\$104.65	\$107.79	\$111.02
Supervisor	<b>\$141.24</b>	\$145.48	\$149.84	\$154.34	\$158.97
Supervisor, Senior	<b>\$147.38</b>	\$151.80	\$156.36	\$161.05	\$165.88
System Administrator	<b>\$136.30</b>	\$140.39	\$144.60	\$148.94	\$153.41
Technical Lead, Associate	<b>\$144.82</b>	\$149.16	\$153.64	\$158.25	\$163.00
Technical Lead	<b>\$183.11</b>	\$188.60	\$194.26	\$200.09	\$206.09
Technical Lead, Senior	<b>\$245.70</b>	\$253.07	\$260.66	\$268.48	\$276.54
Traffic Director	<b>\$123.02</b>	\$126.71	\$130.51	\$134.43	\$138.46

## LABOR CATEGORY DESCRIPTIONS

### Experience Substitutions:

H.S. Diploma + 4 years additional experience	Equals	Bachelors Degree
Associates degrees + 2 years additional experience	Equals	Bachelors Degree
Bachelors Degree + 2 years additional experience	Equals	Masters Degree

### Education Substitutions:

A Masters Degree may be substituted for two years of required experience with a Bachelors Degree.
A Bachelors Degree may be substituted for four years of required experience with a H.S. Diploma.
An Associates Degree may be substituted for two years of required experience with a H.S. Diploma.

Labor Category	Minimum Education	Minimum Experience	Job Description
Account Executive I, Assistant	Bachelors	Entry Level	Assists with ad execution, production schedules, conference reports, deadlines and client budget review.
Account Executive II, Assistant	Bachelors	1 year	Assists with ad execution, production schedules, conference reports, deadlines and client budget review.
Account Executive I, Associate	Bachelors	1 year	Assists with daily operations on accounts and supports more senior level staff.
Account Executive II, Associate	Bachelors	2 years	Assists with daily operations on accounts and supports more senior level staff.
Account Executive I	Bachelors	2 years	Supports account staff and assists with daily operations.
Account Executive II	Bachelors	3 years	Supports account staff and assists with daily operations.
Account Executive, Senior	Bachelors	4 years	Uses strategic and tactical knowledge to address a client's needs while employing various advertising and communication tools where branding issues are addressed. Responsible for budget overview.
Administrative Assistant	Diploma	1 year	Responsible for supporting staff with functions related to meetings, travel, correspondence and other needed support functions.
Analyst	Bachelors	2 years	Provides in-depth and cross functional analysis regarding client business processes, scope recommendation, and project requirements.
Analyst, Senior	Bachelors	3 years	Provides in-depth and cross functional analysis regarding client business processes, scope recommendation, and project requirements.
Art Director, Assistant	Associates	1 year	Responsible for creative visual aspects assigned by senior account staff.
Copywriter, Assistant	Associates	1 year	Responsible for copy assigned by senior account staff.
Art Director / Copywriter, Associate	Associates	1 year	Responsible for creative visual aspects or copy for print, interactive, broadcast, or collateral. Incorporates concepts into advertising pieces.
Art Director / Copywriter I, Associate	Associates	3 years	Responsible for conceptualizing and creating visual aspects or copy for print, interactive, broadcast, and collateral. Coordinate with client on concepts.
Art Director / Copywriter	Bachelors	4 years	Responsible for conceptualizing and creating visual aspects or copy for print, interactive, broadcast, and collateral. Coordinate with client on concepts.

Labor Category	Minimum Education	Minimum Experience	Job Description
Art Director / Copywriter I	Bachelors	5 years	Responsible for conceptualizing and creating visual aspects or copy for print, interactive, broadcast, and collateral. Coordinate with client on concepts.
Art Director / Copywriter II	Bachelors	6 years	Responsible for conceptualizing and creating visual aspects or copy for print, interactive, broadcast, and collateral. Coordinate with client on concepts.
Art Director / Copywriter, Senior	Bachelors	5 years	Responsible for conceptualizing and creating visual aspects or copy for print, interactive, broadcast, and collateral. Coordinate with various agency disciplines and participates in client presentations.
Art Director / Copywriter, Executive	Bachelors	8 years	Responsible for conceptualizing and creating visual aspects or copy for print, interactive, broadcast, and collateral. Coordinate with various agency disciplines and participates in client presentations.
Broadcast / Print Traffic	Diploma	4 years	Responsible for the distribution of print and/or broadcast traffic materials to stations and/or publications. Handles talent contracts.
Broadcast / Print Traffic, Senior	Diploma	5 years	Responsible for the distribution of print and/or broadcast traffic materials to stations and/or publications. Handles talent contracts.
Business Manager	Bachelors	3 years	Responsible for project documentation including purchasing, actualization, and compliance of all client production guidelines. Maintains permanent documentation files for projects.
Buyer, Assistant	Bachelors	Entry Level	Assists with negotiation, analysis, and optimization of media and/or art buying to be used in advertisement.
Buyer, Associate	Bachelors	2 years	Responsible for negotiating, analysis, review and optimization of media and/or art buying to be used in advertisement.
Buyer	Bachelors	4 years	Responsible for negotiating, analysis, review, and optimization of media and/or art buying to be used in advertisement.
Buyer, Senior	Bachelors	5 years	Responsible for negotiating, analysis, review, and optimization of media and/or art buying to be used in advertisement.
Coordinator	Associates	1 year	Responsible for assisting with the implementation and tracking of various programs including media, creative, production and budget review.
Creative Officer, Chief	Bachelors	10 years	Responsible for managing and directing the creative department. Sets creative standards and initiatives. Reviews and approves creative concepts and participates in client presentations.
Creative Officer, Executive Chief	Bachelors	13 years	Responsible for managing and directing the creative department. Sets creative standards and initiatives. Reviews and approves creative concepts and participates in client presentations.

Labor Category	Minimum Education	Minimum Experience	Job Description
Digital Architect, Associate	Bachelors	3 years	Creates logical breakdowns and organization for web site information and champions usability as part of an interface design. Develops content goals, content navigation, and maximize usability and utility of the sites and applications.
Digital Architect	Bachelors	5 years	Responsible for the overall architecture and design of web site applications, including creating the analysis, design, and implementation models for projects by assessing complexity of the technical solution and prioritizing user cases.
Digital Architect, Senior	Bachelors	6 years	Responsible for overall architecture and design of web site applications, including creating the analysis, design, and implementation models for projects by assessing complexity of the technical solution and prioritizing user cases, and understanding the target system architecture into which the application will be built.
Digital Developer, Associate	Bachelors	3 years	Performs server-side development of web applications and sites. Technical experience includes object-oriented programming, Java, and/or C++ languages.
Digital Developer	Bachelors	6 years	Performs server-side development of web applications and sites. Technical experience includes object-oriented programming, Java, and/or C++ languages.
Digital Developer, Senior	Bachelors	10 years	Provides bridge between the front end and back end of Web sites in designing templates and integrating pieces.
Digital Director	Bachelors	8 years	Responsible for leading teams and implementing the client's strategic vision. Oversees creative concepts, designs, content architecture, and media.
Digital Project Manager	Bachelors	5 years	Oversees the efforts of concurrent teams assigned to separate projects for a single client. Responsibilities include facilitating high level communication between client and digital teams, ensuring adherence to client and digital principles and providing quality control.
Digital Project Manager, Senior	Bachelors	7 years	Oversees the efforts of concurrent teams assigned to separate projects for a single client. Responsibilities include facilitating high level communication between client and digital teams, ensuring adherence to client and digital principles and providing quality control.
Digital Strategist	Bachelors	6 years	Responsible for research and analysis for the digital strategy plan for a client.
Direct Mail Data Manager	Bachelors	2 years	Manages and maintains quality data on behalf of one or more clients. Responsible for data quality and completeness, data processing, queries, filter sorts and reports.
Director, Associate	Bachelors	4 years	Responsible for day to day operations including client communication, planning, strategy and interfacing with various agency disciplines.



Labor Category	Minimum Education	Minimum Experience	Job Description
Director	Bachelors	5 years	Responsible for day to day operations including client communication, planning, strategy and interfacing with various agency disciplines.
Director, Senior	Bachelors	7 years	Responsible for strategy and day to day operations including client communication, planning, strategy, creative review and interfacing with various agency disciplines.
Director, Executive	Bachelors	8 years	Responsible for strategy and day to day operations including client communication, planning, strategy, creative review and interfacing with various agency disciplines.
Financial Coordinator	Diploma	2 years	Assists with A/P and A/R for client related finances. Responsible for billing and client budget reports.
Financial Assistant	Diploma	3 years	Responsible for A/P and A/R for client related finances and client budget reports. Works directly with the contracts/finance group.
Finance Associate	Bachelors	4 years	Responsible for client project maintenance, cost compilation and reconciliation against budgets. Approves invoicing of projects and fee, ensures contract compliance, and monitors project costing.
Group Director, Associate	Bachelors	4 years	Assists with overall strategic approach on business and the implementation process to be employed. Attends and presents at significant client meetings. Supervises groups of professionals responsible for brand strategy and planning.
Group Director	Bachelors	5 years	Responsible for overall strategic approach on business and the implementation process to be employed. Attends and presents at significant client meetings. Supervises groups of professionals responsible for brand strategy and planning.
Group Director, Senior	Bachelors	7 years	Responsible for strategic approach on business and the implementation process to be employed. Attends and presents at significant client meetings.
Group Director, Executive	Bachelors	8 years	Responsible for strategic approach on business and the implementation process to be employed. Attends and presents at significant client meetings. Supervises groups of professionals responsible for brand strategy and planning.
Management Director, Associate	Bachelors	6 years	Assists with agency service and activities for one or more clients. Drives brand strategy, creative development and internal staff development. Builds senior level relationships with clients.
Management Director	Bachelors	7 years	Responsible for agency service and activities for one or more clients. Drives brand strategy, creative development and internal staff development. Builds senior level relationships with clients.

Labor Category	Minimum Education	Minimum Experience	Job Description
Management Director, Senior	Bachelors	9 years	Responsible for agency service and activities for one or more clients. Drives brand strategy, creative development and internal staff development. Builds senior level relationships with clients.
Management Director, Executive	Bachelors	10 years	Responsible for agency service and activities for one or more clients. Drives brand strategy, creative development and internal staff development. Builds senior level relationships with clients.
Media Analyst	Bachelors	2 years	Assist with data collection, which includes preparing and maintaining weekly audience tracks, analysis data and writing succinct summary reports.
Media Director, Associate	Bachelors	3 years	Manages and analyzes media plan development, assists in developing, negotiating, and implementing creative media solutions.
Media Director	Bachelors	6 years	Oversees strategic planning staff in the development of media plans. Provides leadership in developing, negotiating and implementing creative media solutions.
Media Director, Senior	Bachelors	7 years	Oversees strategic planning staff in the development of media plans. Provides leadership in developing, negotiating and implementing creative media solutions. Oversees all implementation, response analysis and media optimization.
Media Director, Executive	Bachelors	10 years	Oversees strategic planning staff in the development of media plans. Provides leadership in developing, negotiating and implementing creative media solutions. Advises planning and buying departments on broad issues in order to better develop media plans and executions.
Media Planner	Bachelors	1 year	Uses strategic knowledge and analysis to determine the best mediums for client spend.
Media Planner, Senior	Bachelors	4 years	Manages day to day plans. Assists in writing objectives, strategies, and presentations. Constructs competitive analysis.
Media Supervisor	Bachelors	5 years	Manages specific area of research that involves keeping abreast of changing trends affecting the clients' business. Prepares analytics reports for senior management and clients.
Negotiator	Bachelors	2 years	Responsible for negotiating buys in major markets, maintaining lowest rate structure available, and delivering efficient costs while estimating the anticipated target audience delivery accurately.
Negotiator, Senior	Bachelors	4 years	Responsible for negotiating buys in major markets, maintaining lowest rate structure available, and delivering efficient costs while estimating the anticipated target audience delivery accurately.



Labor Category	Minimum Education	Minimum Experience	Job Description
Planner, Assistant	Associates	Entry Level	Responsibilities can include assistance with budget updates, flowcharts, spending plans, constructive competitive analysis, discrepancy resolution, and writing POVs.
Planner I, Assistant	Associates	1 year	Responsibilities can include competitive analysis, research assistance, assistance with writing objectives and strategic planning development and presentations, and writing POVs.
Planner II, Assistant	Bachelors	1 year	Responsibilities can include competitive analysis, research assistance, assistance with writing objectives and strategic planning development and presentations, and writing POVs. Coordinates with planners to ensure integrated planning.
Planner, Associate	Bachelors	1 year	Responsibilities can include managing day-to-day planning, constructing competitive analysis, assisting with writing strategic planning development, providing targeted consumer insights, and training lower level staff in daily operations.
Planner	Bachelors	2 years	Responsibilities can include gathering, organizing and interpreting data from various sources to identify brand, market, and/or consumer insight. Creates advertising strategies.
Planner, Senior	Bachelors	4 years	Establishes overall strategic approach and the implementation process to be employed. Supervises planning professionals.
Print Producer, Senior	Associates	5 years	Responsible for all print production projects including estimating, negotiating, purchasing and reviewing the final project.
Print Production Director	Bachelors	6 years	Responsible for all print production projects including estimating, negotiating, purchasing and reviewing final project. Interfaces with art directors and account group.
Print Production Director, Senior	Bachelors	8 years	Responsible for all print production projects including estimating, negotiating, purchasing and reviewing the final project. Interfaces with art directors and account group. Manages staff.
Production Assistant	Diploma	Entry Level	Responsible for supporting the production staff. Assists with meetings, production, travel, presentations, correspondence and research.
Producer, Associate	Diploma	3 years	Handles affairs for broadcast projects including estimates, purchasing, budgets and compliance. Supervises commercial productions.
Producer	Bachelors	4 years	Responsible for broadcast production for clients. Interfaces and coordinates with vendors, account management, creative teams and client.

Labor Category	Minimum Education	Minimum Experience	Job Description
Producer, Executive	Bachelors	5 years	Oversees, plans, and coordinates production staff for all broadcast production needs. Responsible for all facets of broadcast production. Interfaces and coordinates with senior account management, creative teams and client for planning and strategy.
Project Manager, Associate	Bachelors	2 years	Assists with management of projects including broadcast, documentation, data quality, brief development, pre-production, and/or post production.
Project Manager	Bachelors	4 years	Oversees efforts of concurrent teams assigned to separate projects for a single client. Facilitates communication between client and agency regarding projects. Translates client objectives into model structures and specifications.
Project Manager I	Bachelors	5 years	Oversees efforts of teams and departments. Works with vendors and various agency disciplines. Monitors individual project quality and ensures best practices and methodologies.
Project Manager, Senior	Bachelors	7 years	Oversees efforts of teams and departments. Directs development advertising initiative. Ensures overall customer satisfaction by monitoring projects for quality and timeliness. Participates in planning discussions with client.
Proofreader	Diploma	1 year	Responsible for reviewing document for correct grammar, spelling and punctuation and accuracy of content.
Quality Assurance Lead	Bachelors	1 year	Provides and promotes quality standards, methods and practices. Ensures that before release, application or advertising products have been quality approved, are usable, and meet or exceed customer expectations.
Research Director	Bachelors	5 years	Responsible for planning and implementing all market research related projects for clients.
Strategic Director	Bachelors	7 years	Responsible for client strategy development.
Supervisor, Associate	Bachelors	4 years	Assists supervisor and participates in the daily activity for one or more clients. Responsibilities can include budget controls, writing briefs and managing staff.
Supervisor	Bachelors	5 years	Supervises and participates in the daily activity for one or more clients. Responsible for budget and quality controls, writing briefs, and managing and training staff. Direct client contact.
Supervisor, Senior	Bachelors	6 years	Supervises and participates in the daily activity for one or more clients. Responsible for budget and quality controls, writing briefs, and managing and training staff. Direct client contact.
System Administrator	Bachelors	5 years	Configures, supports, monitors and develops entire corporate desktop and network environments to fulfill project requirements. Provides infrastructure for web application development efforts.

Labor Category	Minimum Education	Minimum Experience	Job Description
Technical Lead, Associate	Bachelors	5 years	Directs the technical development of the website application or advertising initiative including platforms, databases, and other components and integration necessary for the development. Assures strong integration between front-end and back-end development efforts.
Technical Lead	Bachelors	7 years	Directs the technical development of the website application or advertising initiative including platforms, databases, and other components and integration necessary for the development. Assures strong integration between front-end and back-end development efforts.
Technical Lead, Senior	Bachelors	9 years	Directs the technical development of the website application or advertising initiative including platforms, databases, and other components and integration necessary for the development. Assures strong integration between front-end and back-end development efforts.
Traffic Director	Diploma	12 years	Responsible for the distribution of print and/or broadcast traffic materials to stations and/or publications. Works with vendors and various agency disciplines.

## OTHER DIRECT COSTS

**SIN 541-1000 / 541-1000RC**

Other Direct Cost	Ceiling Rate	Delivery Unit
Art Studio	\$10,243.75	Per deliverable
Brochure	\$29,303.68	Per brochure
Data Acquisition	\$108,831.74	Per acquisition
Data and Web Hosting / Storage	\$57,606.30	Per month
Database, Reporting and Analytic Tools – Installation and Training	\$34,760.71	Per installation
Database, Reporting and Analytic Tools – Monthly Usage	\$12,090.68	Usage per month
Direct Mail Project	\$464,115.06	Per project
Event Production	\$63,588.37	Per event
Fulfillment Project	\$1,541,475.00	Per project
Interactive Email Campaign	\$333,305.46	Per campaign
Interactive Media Insertion	\$6,765.36	Per media insertion
Network Radio Buy Per Network	\$132,309.94	Per radio network
Network TV Buy Per Network	\$2,113,190.95	Per broadcast television network
Out-Of-Home Buy	\$671,472.79	Per type
Out-Of-Home Production	\$50,225.61	Per production
Postage, Shipping, Handling	\$13,636.22	Per project
Premium Inclusion	\$308,840.05	Per project
Print Ad Production	\$62,990.38	Per production
Print Magazine Insertion	\$54,842.26	Per magazine insertion
Print Newspaper Insertion	\$181,414.48	Per newspaper insertion
Print Trade Insertion	\$8,135.56	Per trade media insertion
Poster	\$23,096.56	Per poster
Radio Commercial Production	\$45,264.18	Per commercial
Research	\$158,998.61	Per project
Spot TV Buy Per Market	\$751,529.01	Buy per media market
Spot Radio Buy Per Market	\$102,225.99	Buy per media market
Storage and Fulfillment	\$225,700.52	Per project
Talent For a Quarter	\$65,134.03	Per project by quarter
Telephone Response Center	\$740,899.38	Per project
TV Commercial Production	\$2,497,914.45	Per commercial